



City of La Habra

Economic Development Ad Hoc Committee A g e n d a

**November 10, 2016
1:30 p.m.**

Mark Sturdevant	Chairman
Rob Ferrier	Vice-Chairman
Sandi Baltes	Committee Member
Carlos Jaramillo	Committee Member
Kim Koch	Committee Member
Dave DeLeon	Committee Member
Michael Lawton	Committee Member
Dave McCauley	Committee Member
Carrie Surich	Committee Member
Andrew Ho	Committee Member
Miranda Cole-Corona	Committee Member



ECONOMIC DEVELOPMENT AD HOC COMMITTEE

AGENDA

November 10, 2016

Chamber of Commerce, 321 E. La Habra Blvd., La Habra

1. Call to Order/ Mark Sturdevant, Economic Development Ad Hoc Committee (EDAHC) Chair- 1:30 p.m.
2. Roll Call
3. Public Comments

This is the time for the public to address any item of Committee business NOT appearing on this Agenda. Speakers are asked to limit their comments to three (3) minutes each. The total time period for public comment is 30 minutes.

4. Committee Minutes for September 8, 2016, 2016

a. Review of EDAHC Meeting Minutes for September 8, 2016

b. Public Comments

Members of the audience have the opportunity to address the Committee on this matter. Speakers are asked to limit their comments to three (3) minutes each.

c. Committee Action on EDAHC Meeting Minutes of September 8, 2016

5. Business Visitation Program Update – Carlos Jaramillo, Deputy Director, Community and Economic Development

a. Presentation

b. Public Comments

Members of the audience have the opportunity to address the Committee on this matter. Speakers are asked to limit their comments to three (3) minutes each.

c. Committee Comments

6. Shop La Habra – Mark Sturdevant, EDAHC Chair

a. Presentation

b. Public Comments

Members of the audience have the opportunity to address the Committee on this matter. Speakers are asked to limit their comments to three (3) minutes each.

c. Committee Comments



ECONOMIC DEVELOPMENT AD HOC COMMITTEE

AGENDA

November 10, 2016

Chamber of Commerce, 321 E. La Habra Blvd., La Habra

7. Citrus Fair- Mark Sturdevant, EDAHC Chair

a. Presentation

b. Public Comments

Members of the audience have the opportunity to address the Committee on this matter. Speakers are asked to limit their comments to three (3) minutes each.

c. Committee Comments

8. Members Comments

9. Discussion of Future Topics

10. Adjournment to January 12, 2017

MEETING MINUTES
CITY OF LA HABRA
ECONOMIC DEVELOPMENT AD HOC COMMITTEE (EDAHC)
Chamber of Commerce, 321 E. La Habra Blvd, La Habra
September 8, 2016

MEMBERS PRESENT: Mark Sturdevant, President, Chamber of Commerce
Sandi Baltes, Executive Director, La Habra Collaborative
Carlos Jaramillo, Deputy Director of Community Development
David DeLeon, Recreation Manager
Dave McCauley, Economic Development Consultant
Andrew Ho, Director of Community and Economic Development
Carrie Surich, Chair, Chamber of Commerce
Miranda Cole-Corona, Economic Development and Housing Manager

MEMBERS ABSENT: Robert Ferrier, Assistant to the City Manager
Kim Koch, President, FarPointe Development
Michael Lawton, President, Lawton Real Estate

OTHERS PRESENT: Veronica Lopez, Secretary
Katherine Rojas, Housing and Planning Administrative Aide

1. Call to Order / Mark Sturdevant, EDAHC Chair

Chairman Sturdevant called the EDAHC meeting to order at 1:35 pm in the La Habra Chamber of Commerce, located at 321 E. La Habra Blvd, La Habra, California.

2. Roll Call

Roll call was taken with Members Present or Absent as noted above.

3. Public Comments

The Chairman asked if there were any comments the public wished to make to the Committee regarding any item not on the agenda. There were no public comments.

4. Committee Minutes-

a. Review and Approval of the EDAHC Meeting Minutes for July 14, 2016

b. Public Comments

The Chairman asked if there were any public comment on the Minutes. There were no public comments.

c. Action on EDAHC Meeting Minutes for July 14, 2016

Moved by Carlos Jaramillo and seconded by Sandi Baltes to approve the EDAHC Meeting Minutes of July 14, 2016. The motion was approved.

5. Business Visitation Program Update -

a. Review and Input

Carlos Jaramillo and Mark Sturdevant provided the Committee with an update regarding the most recent business visitations that occurred in July and August. Staff visited Certified Groomer's House, Auto World, CMC Smog, Picture Perfect and Stater Brothers.

b. Public Comments

There were no public comments.

c. Committee Comments

There were no Committee comments

6. Results of the Request for Proposal (RFP) on Economic Opportunities in La Habra-

a. Review and Input

Carlos Jaramillo provided the Committee with a brief report on the results of the RFP for marketing Economic Opportunities within the City La Habra. Only two RFPs were received; they did not cover all categories and were lacking details. Mr. Jaramillo mentioned that the City of Salinas went through a similar process. Staff is obtaining from Salinas, their mailing list in hopes that the recirculation of the RFP will generate interest.

b. Public Comments

There were no public comments.

c. Committee Comments

The Committee discussed the possible need to modify the RFP in hopes of receiving sufficient responses from economic consultants.

7. La Habra Invest Health-

a. Review and Input

Andrew Ho gave a presentation on the \$60,000 grant that the City received through the Robert Wood Johnson Foundation. La Habra was one of 50 cities from across the nation that received this grant. The Invest Health program is a collaboration of the Robert Wood Johnson Foundation and the Reinvestment Fund which aims to empower mid-sized cities across the U.S. to develop strategies for increasing private and public investments to improve neighborhoods facing the biggest barriers to better health. The La Habra team is focusing on the high obesity rate, lack of open public space, a desire to increase economic development efforts, and closing the gap in the Orange County Loop. The Orange County Loop is a connection of various bikeway trails in Orange County. A focused area is being called the Wellness Corridor which stretches along the railroad lines from Euclid to Idaho. This section will connect the Gary Center in Guadalupe Park to the Children's Museum within Portola Park and eventually to La Habra Blvd. Staff is working to create public outreach to help in these efforts.

b. Public Comments

There were no public comments.

c. Committee Comments

Sandi Baltes talked about the Orange County Loop, as there was an article about it in the September issue of the La Habra Journal. Ms. Baltes discussed how the focus of the trails will help reduce childhood obesity, provide safer routes to school and other places in La Habra. She also talked about the challenge the City of Whittier has issued to La Habra to finish the gap that would connect the trails from their city to ours.

David De Leon talked about the strong community engagement with the faith based community, youth sports community, special interest committees and efforts of the Move More Eat Healthy Committee. Mr. De Leon also talked about the excellent resources made available by the Robert Wood Johnson Foundation.

8. Discussion of Future Topic-

a. Review and Input

Mark Sturdevant would like to discuss the Shop La Habra program and the upcoming Citrus Fair.

b. Public Comments

There were no public comments.

c. Committee Comments

There were no comments from the Committee.

9. Adjournment-

The Committee members adjourned the meeting at 2:19 p.m. for a tour of the new City Hall construction site. The next EDAHC meeting will be on November 10, 2016 at 1:30 p.m. at the La Habra Chamber of Commerce, 321 E. La Habra Blvd.

Seq-16

DECLINED:

Following Businesses have declined/delayed the Visitation:

Business Visitation Program
September 2016

9/19/16

Valentina Redden, DDS (5-9 Years)
111 N. Euclid St.

- Dr. Redden has been at this La Habra location since 2010, she took over from a previous dentist who had been there since the eighties
- Many of her clients have been coming to this dental office for years
- Dr. Redden had some concerns in regards to the use of her parking lot
 - Sometimes when there are events at the Community Center, she lends her parking lot to the City as long as she is given ample time to schedule her patients around the event
 - She mentioned that it has been an issue when she is not given warning ahead of time
 - She mentioned an instance where after a City event, trash and barricades were left behind which prevented her and her staff from parking when they showed up to work the next day
- Dr. Redden is requesting a list of events so she can plan ahead and a contact person in case issues arise

Oct-16

Date						
Wed. Oct. 12	9:00 AM	La Habra Family Vision Center	1339 W. Whittier Blvd.	Dr. Bennett Weiner	562-697-3995	11+ Years
	10:00 AM	Global Packaging Inc.	511 S. Harbor Blvd. #G	Vinayak Upasani	562-266-1932	1-5 Years
	11:00 AM	Reggie's Kettle Repair	551 S. Harbor Blvd.	Rogelio Lara	562-697-1731	6-10 Years
	12:00 PM	Innovative Store Systems Inc.	1351 S. Beach Blvd. #L	Ronald Benudiz	714-501-5901	1-5 Years
						No Response
						Confirmed for 10/10 @10
						Not Interested
						No Response

Following Businesses have declined/delayed the Visitation:

DECLINED:

[illegible][illegible]

Business Visitation Program

October 2016

10/10/16

Global Packaging Inc. (1-5 Years)

511 S. Harbor Blvd., #G

- Met with the owner, Mr. Vinay Upasani
- His company imports empty packaging containers mainly for health or beauty products
 - Most of his imports are from China but he also imports from other south eastern Asian countries
 - He has about 12 suppliers and deals with about 45-50 customers
 - 40% of his customers are in California
- He has a staff of about 10 people at this location; office staff and warehouse staff
 - He has two delivery trucks that collect the products from the warehouse and make deliveries
- Mr. Upasani worked from home from 2001-2005, he lives in La Habra Heights
- He opened a warehouse in Brea and he worked there until 2011 then bought this building and moved his company to La Habra
 - Mr. Upasani is a member of the owners association for the commercial complex
- Mr. Upasani travels a lot as he likes to make face to face contact with his customers
- He has an office in China that helps to coordinate shipments and an office in India that hosts his IT department
- His business has doubled in size in the last five years
- He is very happy with the City and has had no issues



Bring this flyer
and receive two
free raffle tickets
with your receipts.

Shop Local, Win Prizes!

Show us your La Habra shopping receipts dated November 28, 2014 thru December 19, 2014 and receive free raffle tickets for a chance to win \$1,000 and many other great prizes



Bring your receipts to the
La Habra Area Chamber of Commerce
321 E. La Habra Blvd. in La Habra
(562) 697-1704
www.lahabrachamber.com, Facebook

In cooperation with the City of La Habra and Graham's Towing



CELEBRATE!

May 5, 6, 7, 2017

We are gearing up for the La Habra Citrus Fair in North Orange County and look forward to attendees from all over Southern California to Celebrate! This event drew more than 50,000 in its 7th year and we expect even larger crowds in 2017. The Citrus Fair continues to grow to meet the needs of the greater community and we are thrilled to make it a premier in North Orange County event.

A WEEKEND OF CELEBRATION TO INSPIRE ALL AGES

This year the Youth Expo that includes a Jr. Livestock Show and auction is expanding with interactive STEAM, robotics and life skills exhibits.

It all happens May 5, 6, 7, an exciting weekend in La Habra, California. The Fair will be located in La Habra's downtown on La Habra Boulevard, El Centro Lions Park and the New City Hall. The main part of the Fair opens Friday 5 pm with a Cinco de Mayo Celebration until 11 pm; Saturday from 11am until 11 pm and Sunday 12-noon until 9 pm. Admission is free. Off-site parking with bus service available from OCTA.



La Habra Citrus Fair, Youth Expo starts Friday morning, with student interactive programs featuring Science, Engineering, Technology, Art, and Math using the STEAM educational systems. Exhibitors will also include students from local Middle Schools, High Schools and Colleges to inspire students from around Southern California K through 12 about the 21st Century possibilities that will be abundant in their future.

La Habra Citrus Fair - May 5, 6, 7, 2017
www.citrusfair.com



CELEBRATE!

The Celebration continues with a tour of the Agriculture Youth Expo will show how FFA students raise locally grown livestock, along with fruits and vegetables. Floral displays, metalworking and woodworking displays and interactive projects will be included in the tours.



The Fair will have exciting Carnival rides for all ages and a special Bear Country rides for the little ones. Also featured at the three-day event is a variety of entertainment, tasty food, arts & crafts and merchandise from local & regional artisans.



Entertainment will start with popular Latin bands to celebrate Cinco de Mayo followed by Saturday's pop, retro, Country and Sunday with International performances including dance and music.

New La Habra Citrus Fair Website: www.citrusfair.com



According to Mark Sturdevant, Citrus Fair producer and CEO of the La Habra Area Chamber of Commerce, "Our goal with the expansion of the Youth Expo including STEAM and other programs is to engage, inspire and encourage our students to create energetic and future thinking projects."

All inquiries regarding the La Habra Citrus Fair should be directed to Mark Sturdevant, Citrus Fair producer and CEO of the La Habra Area Chamber of Commerce at (562) 697-1704 or on the website at www.citrusfair.com. The Citrus Fair benefits local nonprofit organizations.

La Habra Citrus Fair - May 5, 6, 7, 2017
www.citrusfair.com